

**Subject:** Re: Urbanize site design refresh - feedback request  
**From:** ngriffin@downtownla.com  
**Date:** 08/08/2017 04:51 AM  
**To:** Christopher Loos <chris@urbanize.la>

Cool

**Nicholas Ziff Griffin**

Vice President of Economic Development  
Downtown Center Business Improvement District  
626 Wilshire Blvd., Suite 200, LA, CA 90017  
213.416.7522 | [ngriffin@downtownla.com](mailto:ngriffin@downtownla.com)

On Aug 8, 2017, at 12:26 AM, Christopher Loos <[chris@urbanize.la](mailto:chris@urbanize.la)> wrote:

Thanks Nick! This is great for now. I'm meeting with the designer later this week and will ask if he needs anything more specific than that.

as

On Mon, Aug 7, 2017 at 7:25 AM, Nick Griffin <[ngriffin@downtownla.com](mailto:ngriffin@downtownla.com)> wrote:

I like V5 the best. Having the picture under the headline actually makes it pop more, whereas when it is above, it seems like it could be mistaken for a large ad. Don't like the banner ad across the length of the photo in other versions because it breaks it up in an unpleasant way and also risk associating the ad with the photo. Let me know if you want other specific feedback.

**From:** Christopher Loos [mailto:[chris@urbanize.la](mailto:chris@urbanize.la)]  
**Sent:** Thursday, August 03, 2017 5:39 PM  
**To:** Nick Griffin <[ngriffin@downtownla.com](mailto:ngriffin@downtownla.com)>  
**Subject:** Urbanize site design refresh - feedback request

Hi Nick,

So we've embarked on a site design refresh and are looking for some feedback from readers and stakeholders. As someone who knows our site and is on the same page as us in terms of promoting LA's transformation, we value your opinion. Would you mind taking a look at these wireframes? Each one is a variation on an updated article page.

Variation 1: <https://invis.io/7CCTQJZ5F#/246333963> Urbanize LA Detail R1 V1

Variation 2: <https://invis.io/7CCTQJZ5F#/246333962> Urbanize LA Detail V2

Variation 3: <https://invis.io/7CCTQJZ5F#/246333959> Urbanize LA Detail R1 V3

Variation 4: <https://invis.io/7CCTQJZ5F#/246333958> Urbanize LA Detail V4

Variation 5: <https://invis.io/7CCTQJZ5F#/246333961> Urbanize LA Detail V5

Variation 6: <https://invis.io/7CCTQJZ5F#/246333960> Urbanize LA Detail V6

Password: **urbanize**

Things to keep in mind:

- The black and white is intentional, as we're still thinking about layout and don't want to dive into a color palette discussion just yet.
- Right now we're most interested in feedback about the top portion of the layouts, i.e. "above the fold". This includes everything down to where the article text begins (banner, title, neighborhood tag, leaderboard ad placement, etc.)

Thanks in advance. Hope all is well with you!

Thanks,

Chris

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**Chris Loos**

Co-founder & CTO

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